

Message Text

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ACTION ARA-10

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R 151819Z OCT 75
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TO USDOC WASHDC
INFO AMEMBASSY CARACAS
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AMCONSUL PORTO ALEGRE
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EO 11652: NA
TAGS: BEXP CO
SUBJ: AGRICULTURAL MACHINERY TRADE MISSION

1. SUMMARY: MISSION DEPARTED SUNDAY OCT 12 AFTER SUCCESSFUL THREE DAYS IN BOGOTA. MEMBERS HAD TOTAL OF 129 APPOINTMENTS, PRODUCING APPROXIMATELY SIXTY TRADE LEADS. NO ACTUAL SALES WERE MADE, BUT MEMBERS ESTIMATE SALES OF \$1.4 MILLION OVER NEXT TWELVE MONTHS. TWO MEMBERS SIGNED REPRESENTATION AGREEMENTS, AND ONE EXPECTS TO ESTABLISH A JOINT VENTURE. FIVE FIRMS CONFIRMED ACHIEVING THEIR MAJOR OBJECTIVE OF BOGOTA STOP. OTHER TWO PARTIALLY ACHIEVED MAJOR OBJECTIVE. VERY EFFECTIVE MISSION RECEPTION HOSTED BY AMBASSADOR VAKY THURSDAY NIGHT DREW HIGH-LEVEL ATTENDANCE AND LED TO SEVERAL ADDITIONAL APPOINTMENTS. END SUMMARY.

2. INDIVIDUAL MEMBERS' COMMENTS AS FOLLOWS:

A) VIRGIL EIHUSEN. CHIEF INDUSTRIES (NEW-TO-EXPORT). APPOINTED SALES REPRESENTATIVE (PRIMARY OBJECTIVE), AND OBTAINED SIX TRADE LEADS ESTIMATED TO PRODUCE ONE MILLION DOLLARS TOTAL SALES OVER NEXT TWELVE MONTHS. 17 APPOINTMENTS. POSSIBILITY FOR JOINT VENTURE. FOUND GOOD MARKET FOR GRAIN SILOS, POOR MARKET FOR SEWERAGE TREATMENT AND AUTO EQUIPMENT. PLEASE WITH APPOINTMENTS.

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B) JOHN CLARK, ACE PUMP CORP. (NEW-TO-EXPORT). MET CHIEF

OBJECTIVE OF FINDING REPRESENTATIVE. GOUND GOOD MARKET FOR AGRICULTURAL PUMPS, ALTHOUGH FUTURE SALES IMPOSSIBLE TO ESTIMATE. 19 APPOINTMENTS. SEVERAL GOOD PROSPECTS CONTACTED.

C) MARTIN GANGEL, DALTON COOPER & GATES. EXPECTS SALES OF \$80,000 OVER NEXT TWELVE MONTHS. PARTIALLY ACHEIVED OBJECTIVE OF FINDING AGENT/DISTRIBUTORS; WOULD HAVE LIKE MORE APPOINTMENTS WITH DISTRIBUTORS. PLANS RETURN TRIP TO COLOMBIA SHORTLY. FOUND GOOD MARKET FOR GRAIN STORAGE AND DRYING EQUIPMENT, POOR MARKET FOR TILLIAGE EQUIPMENT. HAD 19 APPOINTMENTS.

D) HENRY TURNER, DUNBAR KAPPLE INC. FOUND GOOD MARKET FOR PNEUMATIC CONVEYOR SYSTEM. EXPECTS SALES OF \$200,000 OVER THE NEXT YEAR. HAD 12 APPOINTMENTS, FOUR GOOD TRADE LEADS. PLEASD WITH APPOINTMENTS; ACHIEVED OBJECTIVE OF EXPOSURE TO NEW BUSINESS PROSPECTS.

E) RICHARD CANDEE, GEHL CO (NEW-TO-MARKET). ACHIEVED MAIN OBJECTIVES OF PRODUCT TESTING/MARKET RESEARCH AND EXPOSURE TO NEW BUSINESS PROSPECTS. HAD 23 APPOINTMENTS, OBTAINED 4-6 TRADE LEADS AND EXPECTS SALES OF \$10-30,000 OVER NEXT 12 MONTHS. (NOT FOR PUBLICATION) STATED THAT QUOTE PARTICIPATION HERE WELL WORTH THE PRICE OF ADMISSION. APPOINTMENTS EFFICIENTLY ORGANIZED WITH KEY SECTORS OF AGRICULTURAL ECONOMY. MOST IMPRESSED BY PERFORMANCE OF EMBASSY STAFF UNQUOTE.

F) GEORGE CLINTON & JOHN HAMILTON, VALLEY TRADING CO.- SIERRA WEATHER INSTRUMENTS. (NEW-TO-MARKET) EXPECT TO APPOINT REPRESENTATIVES, THUS PARTIALLY ACHIEVING MAIN OBJECTIVE OF FINDING AGENT/DISTRIBUTOR. TWENTY SALES LEADS OBTAINED, SALES OVER NEXT YEAR ESTIMATED AT \$20,000. HAD 20 APPOINTMENTS. MADE GOOD CONTACTS AND RECEIVED EXCELLENT LEADS.

G) HARRY DEMUTH, DEMUTH STEEL PRODUCTS (NEW-TO-MARKET). FOUND A GOOD MARKET FOR SILO TECHNOLOGY AND EQUIPMENT. EXPECTS TO SIGN JOINT VENTURE AGREEMENTS. EXPECTS SALES OF \$60,000 OVER COMING YEARS, BASED ON FIFTEEN TRADE LEADS. HAD 19 APPOINTMENTS.

3. MEMBERS WERE COMPLIMENTARY OF EMBASSY PREPARATIONS, AND ALL UNCLASSIFIED

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AGREED MISSION STOP WAS WORTHWHILE. RECEPTION HOSTED BY AMBASADOR VAKY DREW HIGH-LEVEL ATTENDANCE, INCLUDING VICE-MINISTER OF AGRICULTURE, AND LED TO SEVERAL TRADE CONTACTS AND ADDITIONAL APPOINTMENTS. MAIN SUGGESTIONS OF MISSION MEMBERS WERE FOR MORE FREE TIME FOR FOLLOW-UPS, AND CLOSER SCREENING OF APPOINTMENTS BASED ON INDIVIDUAL MEMBER OBJECTIVES. MEMBERS SUGGEST THAT USDOC SEND LISTS OF LIKELY PROSPECTS TO FUTURE MISSION MEMBERS WELL IN ADVANCE OF MISSION, IN ORDER TO PERMIT PRELIM-

INARY CONTACTS BY MAIL.

4. AS IS OFTEN THE CASE, THE MAIN OBSTACLE FACED BY THE EMBASSY
WAS LATE RECEIPT OF INFORMATION. IN FUTURE MISSIONS, EARLY
RECEIPT OF DETAILED INFORMATION OF MEMBERS' EQUIPMENT AND OBJECT-
IVES WOULD ASSURE OPTIMUM SELECTION OF APPOINTMENTS. AN
EXTRA DAY IN BOGOTA OR CALI WOULD HAVE BEEN WORTHWHILE. SUGGEST
MORE POST INPUT IN FIXING ITINERARIES OF FUTURE MISSIONS.
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